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China, Peoples Republic of

Wine

Wine Mart Opens in Guangzhou

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Report Highlights:

Wine Mart, a new wine and spirits distribution center, recently opened in Guangzhou and has the potential to serve as a marketing platform for U.S. wine and spirits exporters.

Includes PSD changes: No
Includes Trade Matrix: No
Unscheduled Report
Guangzhou [CH3], CH

Wine Mart, a new wine and spirits distribution center in Guangzhou, opened its doors on 31 May 2001 by playing host to the Guangzhou 2002 Wine and Spirits Trade Fair. The trade show, essentially a promotional event for the center, could be an opportunity for U.S. wine and spirits exporters trying to enter the south China market.

The trade fair was scheduled for three days and had over 50 exhibitors. According to the organizers, the exhibition will run continuously. Although most of the participants in the show were local Chinese wine and spirits distributors and producers, several overseas companies were represented. Countries with companies at the show include: Chile, Canada, Italy, Australia, France, and Poland. Wine was the main product promoted by the international exhibitors, but not the only one. A few overseas produced spirits also were exhibited. One Polish company was promoting vodka and a Sino-Hong Kong distributor featured several imported Scotch whisky brands.

A few of the international participants in the show felt the exhibition was not bad, but could have been organized better. One participant believed that more product promotional events should have been arranged. He mentioned that a wine tasting event for the public or just potential distributors, for example, would have been very beneficial for the exhibitors. Another overseas participant noted that, while the quality of the visitor traffic was not as high as he expected, some of the Chinese exhibitors showed a great amount of interest in his products.

Wine Mart is a Sino-Hong Kong wine and spirits distribution center sanctioned by the Guangzhou local government. Wine Mart's physical location is Guangzhou's Liwan District on Wenchang Street. The building that houses Wine Mart has five floors with a total area of 13,000 square meters. The first three floors of the building is reserved for producers and distributors to exhibit and sell their products, the remaining floors house private companies and government agencies that assist and facilitate the importation and marketing of wine and spirits. For example, both the local Customs Bureau and the Guangdong Liquor Monopoly Bureau plan to maintain offices at Wine Mart. Wine Mart representatives say that their facility has enough space to cater to 300 tenants and claimed that many of the exhibitors at the recent trade show are Wine Mart tenants and participants in future promotional events. However, a Post representative who visited the show on its last day noticed that many of the exhibitors on the second and third floors had vacated their space or were planning to vacate.

Wine Mart representatives are uncertain as to whether the specific arrangements for the next exhibition will be the same as for this last show. Wine Mart held a special grand opening dinner and hosted a special seminar for exhibitors, but did not organize activities aimed at the exhibitors' potential customers. The date of the next trade show has yet to be announced.

Wine Mart with its opening becomes the second main imported wine and spirits distribution center in Guangzhou. Another center already exists in Guangzhou's Wuyang Xincun area and hosts nearly a dozen local distributors who mainly deal in imported products.

The U.S. Agricultural Trade Office (ATO) in Guangzhou will explore the possibility of organizing a California Wine and Cheese event with Wine Mart, the Western Food Association, and the

California Trade Office in Hong Kong. Invitees to such an event most likely would be a select group of local and expatriate business leaders and this event possibly will be held in conjunction with Wine Mart's next promotional event. Interested parties are urged to contact the U.S. ATO in Guangzhou via email at info@atoguangzhou.org or by fax at 86-20-8666-0703.